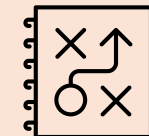




STRATIFY SPORT



For many organisations the constraint is not ambition...it is capacity, capability, and senior focus

Stratify Sport supports mid-size sports organizations to execute strategy and optimise operations by providing access to senior expertise in Strategy, Innovation and Technology on a flexible or part-time basis without the cost or commitment of a full-time hire. We work alongside existing teams to deliver immediate impact, complementing existing expertise while building capability and ensuring smooth, low-risk transitions:

- **Strategy Execution:** Turn strategy into actionable plans and manage delivery risks
- **Sport Pathways:** Strengthen planning and delivery across performance and pathway programmes
- **Organisation Alignment:** Between sporting departments and operations, removing duplication, delivering efficiencies and measurable cost reductions
- **Technology, Data & AI:** Align technology investment and platforms with operational outcomes, organisation fit and GDPR, including emerging technology deployment
- **Innovation:** Scanning the sports sector for emerging practices and technology and embedding new tools and processes through structured change management
- **De-risk Critical Programmes:** Launch, stabilise or unblock high-risk projects and programmes

Stratify Sports experience across multiple sports, creates the opportunity for cross-sport collaboration, enabling clients to exchange practical, real-world insight and proven approaches that accelerate learning and minimise duplication.

Scott Walker – Practice Principal

A sports executive and Olympian with over 25 years' experience leading sporting and business operations across rugby, yachting, motorsport, and multiple Olympic and Paralympic disciplines. He has shaped strategy, led large sporting operations (+60 staff), and driven organisation change programs, including technology and data transitions.

His international experience and network keep him closely connected to global sport, technology, and innovation trends, giving clients access to insight grounded in proven practice. He has held senior roles at the **Irish Rugby Football Union, UK Sport, and Vielifit Sport**, and serves on boards as a NED.

His unique experience of leading both sporting and operations, combined with athlete experience gives him 360 degree perspective. With qualifications in Sport Management, Digital Transformation and Marketing, he serves as Adjunct Lecturer in Sport Management at *Technological University Dublin* and contributes to European Union policy on sport innovation and AI.

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